

## ORDER



KSNV

**Orders**  
**Order / Rev:** 108477  
**Alt Order #:**  
**Product Desc:**  
**Estimate:**  
**Flight Dates:** 11/01/12 - 11/04/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Sandler-Innocenzi, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 705 Prince St.  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Tarkanian for Congress  
**Demographic:** A25-54  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/29/12   | 11/04/12 | 10      | \$8,175.00   | \$6,948.75 |

## Totals

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| November 2012 | 10        | \$8,175.00        | \$6,948.75        | 0.00        |
| <b>Totals</b> | <b>10</b> | <b>\$8,175.00</b> | <b>\$6,948.75</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary      |              |              | Start Of Order - End Of Order | 100%    |

| Ln    | Ch   | Start             | End             | Inventory Code                         | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| N 1   | KSNV | 11/01/12          | 11/02/12        | M-F 5-6a WakeUp w/Wagners              | CM    | 5-6a              | ---TF-- | :30 | 2     | \$450.00    | 1   | 0.00          | NM   | 2     | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---TF--                                |       | 2                 |         |     |       | \$450.00    |     | 0.00          |      |       |            |
| N 2   | KSNV | 11/01/12          | 11/02/12        | NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) | CM    | 4-5pm             | ---TF-- | :30 | 2     | \$725.00    | 1   | 0.00          | NM   | 2     | \$1,450.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---TF--                                |       | 2                 |         |     |       | \$725.00    |     | 0.00          |      |       |            |
| N 3   | KSNV | 11/01/12          | 11/02/12        | M-F News 3 at Eleven                   | CM    | 11pm-1135pm       | ---TF-- | :30 | 1     | \$1,200.00  | 1   | 0.00          | NM   | 1     | \$1,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | ---TF--                                |       | 1                 |         |     |       | \$1,200.00  |     | 0.00          |      |       |            |
| N 4   | KSNV | 11/03/12          | 11/03/12        | Saturday Today                         | CM    | 7a-9am            | -----S- | :30 | 1     | \$625.00    | 1   | 0.00          | NM   | 1     | \$625.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S-                                |       | 1                 |         |     |       | \$625.00    |     | 0.00          |      |       |            |
| N 5   | KSNV | 11/04/12          | 11/04/12        | News 3 Live in Prime                   | CM    | 7-10pm            | -----S  | :30 | 1     | \$1,800.00  | 1   | 0.00          | NM   | 1     | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S                                 |       | 1                 |         |     |       | \$1,800.00  |     | 0.00          |      |       |            |
| N 6   | KSNV | 11/03/12          | 11/03/12        | RALSTON in PRIME                       | CM    | 8-11pm            | -----S- | :30 | 1     | \$1,200.00  | 1   | 0.00          | NM   | 1     | \$1,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/29/12          | 11/04/12        | -----S-                                |       | 1                 |         |     |       | \$1,200.00  |     | 0.00          |      |       |            |

Order / Rev: 108477  
 Alt Order #:  
 Flight Dates: 11/01/12 - 11/04/12

Advertiser: Tarkanian for Congress  
 Product Desc:  
 Estimate:

KSNV

| Ln  | Ch    | Start             | End             | Inventory Code                                | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type   | Spots | Amount     |
|-----|-------|-------------------|-----------------|---|-------|-------------------|---------|-------------|-------|---------------|-----|------|--------|-------|------------|
| N 7 | KSNV  | 11/03/12          | 11/03/12        | News 3 Today - SATURDAY<br>News 3 Today - SAT | CM    | 9am-930am         | -----S- | :30         | 1     | \$500.00      | 1   | 0.00 | NM     | 1     | \$500.00   |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |        |       |            |
|     | Week: | 10/29/12          | 11/04/12        | -----S-                                       |       | 1                 |         | \$500.00    |       | 0.00          |     |      |        |       |            |
| N 8 | KSNV  | 11/04/12          | 11/04/12        | News 3 Today - SUNDAY<br>News 3 Today - SUN   | CM    | 9am-930a          | -----S  | :30         | 1     | \$500.00      | 1   | 0.00 | NM     | 1     | \$500.00   |
|     |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                               |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |        |       |            |
|     | Week: | 10/29/12          | 11/04/12        | -----S  |       | 1                 |         | \$500.00    |       | 0.00          |     |      |        |       |            |
|     |       |                   |                 |   |       |                   |         |             |       |               |     |      | Totals | 10    | \$8,175.00 |